

Festive Demand Lifts India's Residential Market, Premium Homes Gain Traction: Magicbricks PropIndex Q3 2026

Housing demand rises 8.2% quarter-on-quarter in July–September, while property prices record a modest increase amid measured supply growth

India's residential property market recorded an improvement in buyer demand during July–September 2026, with housing demand rising 8.2% quarter-on-quarter, according to the latest Magicbricks PropIndex report. The quarter saw increased activity across several major residential markets, alongside a modest rise in property prices. While demand remained below year-ago levels, the quarterly movement points to renewed buyer activity across select markets.

Premium housing continued to attract buyer interest, particularly in select markets across the National Capital Region and Bengaluru. Homes priced above ₹3 crore recorded notable demand growth in Greater Noida, Bengaluru and Noida, indicating continued interest in higher-value properties. This trend also reflects the varied nature of buyer demand, with premium housing gaining traction alongside sustained interest in more practical home configurations.

Homebuyer preferences continued to centre on mid-sized homes. Properties measuring 750–1,250 sq. ft. accounted for the largest share of demand, followed by homes in the 1,250–2,000 sq. ft. category. Together, these segments represented over two-thirds of overall demand. Two-bedroom and three-bedroom apartments remained the most preferred configurations, highlighting buyers' focus on balancing space requirements with location and overall value.

On the supply side, active property listings registered a modest increase nationally. Bengaluru recorded the strongest growth among the highlighted markets, followed by Noida and Hyderabad. In contrast, available listings contracted in Gurugram, Chennai and Ahmedabad. The variation in supply trends across cities indicates that market conditions continue to differ by geography, with some markets seeing an expansion in available inventory while others remain relatively constrained.

Property prices continued to move upwards across several key markets, although the pace of appreciation varied. Mumbai and Chennai recorded some of the strongest quarterly increases, followed by Ahmedabad and Bengaluru. Meanwhile, prices remained relatively stable in Greater Noida and Gurugram, reflecting differing demand-supply dynamics across residential markets.

Commenting on the findings, **Mr. Prasun Kumar, CMO, Magicbricks**, said, "The latest PropIndex findings reflect strengthening demand across key residential markets, alongside growing interest in premium housing. Homebuyers continue to prioritise location, space and value, while varying supply and price trends highlight the importance of local market dynamics."

The Magicbricks PropIndex provides insights into residential property demand, active listings and price movements across key Indian markets. The report draws on property searches and listing activity on the Magicbricks platform to track changing buyer preferences and market trends.

For more details, contact:

Niloy Mahalanabish | Chief Manager – Public Relations, Magicbricks |
niloy.mahalanabish@magicbricks.com | 9873304694

Shruti Modkharkar | Sr. Manager – Public Relations, Dentsu Creative |
shruti.modkharkar@dentsu.com | 77385 48990